# Preparing a press package

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### What press packages are

- In order to write about you, a reporter needs all the information about your business, your product, who you are, etc.
- **A press package is a document you put together to include all this information**
- Nowadays, press packages might include pictures of you and your employees, product demo videos, logos, and other relevant media
- Putting together a press package saves you time because you can give the same thing to everyone
- Another advantage is that you make sure everyone sees the right stuff that you want them to see
- It also saves reporters time because they don't have to do any extra research